

Advertising Talks

TRUTH TWISTING HURTS RETAILERS

Customers Bamboozled by Special Sales—Misuse of Advertising Power.

By HARRY R. DRUMMOND.

The retailer has contributed liberally to the present condition of things in the advertising business. Collectively speaking, he has spent vast sums of money in educating the consumer along lines that are not conducive to standardization.

Of the least sought, least bought things in the average retail store "regular" goods at "regular" prices stand at the top. Everything is "special" and all merchandise is said to be "worth" more than the prices asked. People have been taught to keep away from goods until they are "reduced" in price.

It would be ridiculous to assume that much of this advertising is truth. The majority of it is not. It takes an inventive genius to satisfy the average retailer when he wants an advertising man.

Truth—plain, straight-from-the-shoulder truth—seems to have been crowded out of the advertising program as far as the retailer is concerned.

Fake Special Sales.
With the increase of success of "Clearance Sales" come the corresponding decrease of "regular" business during the "regular" season at "regular" prices—which called for the "invention" of "special sales."

These special sales have grown in number until now there are special sales six days a week and fifty-two weeks a year, barring holidays.

The values quoted during these sales are for the most part imaginary—purely invented—but they give the buying public a fear of tackling any regular goods at regular prices.

There is a lack of faith, a feeling of distrust permeating every line of business; a feeling that is proving disastrous to many retailers and is at the same time helping the mail order houses.

Following Thanksgiving the retail stores of New York began spending money right and left, urging early shopping. They do this every year and they do it less effectively every year.

Early Shopping Farc.
The Sunday papers of December 22 contained, among other things, the announcement of Kresner's store that, for the last time, all seasonal and holiday merchandise had been reduced in price one-half and less. Macy's advertised "Reductions in Most Departments." Lord & Taylor offered great reductions in the prices of men's house coats, carriage bags, silk hosiery, lace, umbrellas, Saks & Co. mentioned reductions in men's house coats, women's house robes, motor case, fur trimmed coats, furs, silk hose and other appropriate Christmas goods. Greenhut, Siegel-Cooper Co. announced "a two days' sale of Christmas goods, in which regular prices are heavily reduced," and so on and so forth.

Fine lot of stuff! It was that way last year and for years preceding. It will be that way next year. That is what the retailer is using advertising for—to educate the people to these tricks that would disgust even Bret Hart's immortalized Heathen Chinee. They flaunt their breaking faith with early shoppers—pay good money for space to tell the people who bought early in December that they were chumps, that they were easy marks, suckers and dubs. They rub it in—and, simply because advertising educates, because it really delivers the goods, they raise a howl.

Misuse of Advertising.
The retailer misuses advertising. He uses it as a narcotic rather than a stimulant, and as he is unfair to customers, so is he unfair to advertising.

There are exceptions to this rule. There is one store, of which the writer was advertising manager for some time, where the customer who made purchases on December 1, was not asked to pay one cent more than the customer who bought on December 24.

This is but a timely illustration. In January the bars were let down so that we might buy our winter clothing, our linens, furniture and many other staples that should be sold just as reasonably at one time as another. It is the misuse of power that is doing this.

One merchant, in complaining of the mail order houses and the business they do, said to the writer: "Why is it that people will buy, unsight, unseen, from mail order houses, trusting them to pick and choose, while they pass up the retail store, where they know the merchant and can see the goods?"

The answer was that the mail order house sells at "fixed" prices, and the customer feels or knows that he is getting a square deal. On the other hand, the customer might buy a suit from the local retailer on Monday for \$25 and see the same suit offered for \$16.50 the following Friday.

Advertising Creates Wants.
One of the proper functions of advertising is the creation of new desires and new needs among the people. This makes for a higher standard of living. It pushes civilization along. Twenty years ago no one felt any need for a snapshot camera. Today it is almost as necessary as a guidebook to a tourist. If you have a commodity or even an idea of a commodity which would be a good thing for the people, you need not wait for them to ask for it. You can buy adver-

It is a lack of standardization, a twisting of the truth, the creating of a spirit of doubt that is hurting the retailer and hurting advertising. The retailer has little room to complain. It is largely his own fault.

NOVEL BANK ADVERTISING

Western Institution Tells Farmers How to Improve Conditions Instead of Giving Financial Notes.

Out in the western part of Oklahoma a bank changes its advertisement in the weekly home paper each time that the paper rolls from the press.

In bank advertisements it has been considered rather dignified to have a standing card, omitting much of the reading matter which is pertinent to a retail store or to the introduction of a new brand of breakfast food, or that other necessity, a popular brand of smoking tobacco.

But the bank referred to knows mighty little about a standing display card. The officers of that bank have received their customers, and they deliver the messages through the columns of the local newspapers.

One week the bank offered some timely suggestions about the importance of raising feed crops to enable farmers to fatten live stock. In another issue the bank officials urged the farmers to increase their flocks of poultry, so that a fine revenue would be derived.

The following week the advertising space which the bank paid for contained much valuable information about selecting pure seed. Another advertisement pertained to the purchase and installation of solos.

Not once have the bank advertisements referred to money matters; that's the strange part of the publicity methods which the bank has adopted.

The reason is apparent. The officers of that western Oklahoma bank are determined that farmers shall prosper. When such a condition is universal, the bank management is aware of the fact that all of the industries of the community will be prosperous.

Other banks in the state are following similar lines, and while it is not to be expected that banks shall abandon their customary methods of announcing various matters connected with finance, the advancement which communities are making by the co-operation of farmers and bankers is quite certain to attract the attention of other bankers, to the end that both professions will obtain lasting benefits.

ODD CHURCH ADVERTISEMENT

Minister Advertises for "100 Men to Take Up Paying Proposition" and Gets Results.

A striking advertisement in a Laurel, Md., newspaper for "100 men to take up the best paying proposition they ever entered upon" drew a gathering of fifty men to the Southern Methodist church recently. Rev. Watson E. Holley, pastor, who signed himself to the advertisement as "agent," told the men that he wanted them for his Bible class and induced them to join it.

Here is the advertisement that drew the men:

"Wanted—Next Sunday morning at 9:15 o'clock, 100 men to take up the best paying proposition they ever have entered upon. If you work hard during the week this proposition will not be a bit tiresome, but rather it will be helpful and greatly beneficial to your welfare. We want you to appreciate and understand this proposition, because it contains everything needed to be known or done and it will bring you good results. Only those who mean business need apply. Come early to avoid the rush. Apply Sunday at our local office, Southern Methodist church.

"REV. WATSON HOLLEY, "Agent."

RECIPE FOR SUCCESS.

Late to bed
And early to rise,
Hustle all day
—and advertise.

FUN IN ADVERTISEMENTS.

The following advertisements appeared in various papers some years ago:

"Buildup for sale: will eat anything; very fond of children."

"Wanted a boy to be partly outside and partly inside the counter."

"Widow in comfortable circumstances wishes to marry two sons."

"Annual sale now on; don't go elsewhere to be cheated; come here."

"A lady wants to sell her piano, as she is going abroad in a strong, iron frame."

"Lost, near Highgate Archway, an umbrella belonging to a gentleman with a bent rib and a bone handle."

"Mr. Jones, further, begs to announce that he will make up gowns, caps, etc., for ladies out of their own skin."

"Wanted, an airy bedroom for a gentleman 22 feet long and 11 feet wide."

Recently this item appeared in a daily paper:

"A carload of bricks came in for a walk through the park."

The Wrong Idea.

Some salesmen expect their line to make a success of them instead of their making a success of their line.—L. C. Ball.

tising make them want it and then reap the rewards that come to the pioneer, and in the business world pioneering pays.—Curtis Publishing Company.

All Taught Marksmanship.

Every town of any importance in the Port Elizabeth district of South Africa has its rifle range, on which military companies and school cadets practice. Even boys eleven years old are supplied with rifles and allowed to shoot.

NEW FAD FOR DOG FANCIERS

Arabian Gazelle Hound Seems Likely to Become a Favorite Here as in England.

The dog fanciers have got a new pet. It is the Arabian Gazelle hound. A pair were exhibited in London for the first time the other day, and created so much interest that they are likely to be much in evidence at exhibitions on both sides of the Atlantic at a very early date. To be strictly accurate the Arabian gazelle hound is not a new dog at all, but one of very ancient lineage. The two recently shown in London were exactly like a pair depicted on an Egyptian monument of 2,000 B. C. given by Syrians to a famous Pharaoh, while during the Crusades gazelles were used by the famous English king, Richard Coeur de Lion. These gazelles have astonishingly long, light and have for years been trained by the Arabs to hunt by watching not the quarry but the hawk in pursuit of the quarry. They have much longer feet than any English dog—a quality necessary for the sandy desert; and though half the size of a greyhound they are faster over a long course. They are, in short, among dogs the exact parallel of the Arab among horses—small, fleet, enduring, and of lineage incalculably long and pure. The silky ears, pretty ruff of soft hair and slim build are their most striking physical features, and fidelity to their master their most noted mental quality. There are but two varieties of color, one brown, the other fawn, which breed true.

Plans Record Flight.

Beckman, the aviator of Cologne, who is preparing to make a sensational flight across the Atlantic this spring from Europe to America, intends first to start from the DaRocho cape in West Spain and fly across to Ferrel, the first of the Azores islands, or 1,000 miles. From there he is to attempt the flight across the ocean to Halifax, which will mean about 1,800 miles. He will take on board 2,000 pounds of gasoline, and the flight to Halifax will last twenty-two hours at a somewhat slower speed. This German transatlantic machine is to be a monoplane no less than 30 feet in length and 55 feet spread, having a supporting surface of 540 square feet. The weight of the aeroplane is 1,500 pounds, and the framing is of steel tubes. It is to have two revolving cylinder motors, each driving one propeller. Wireless apparatus and searchlights will be carried on board.

Appreciate Your Blessings.

Don't kick because you have to button your wife's waist. Be glad your wife has a waist, and doubly glad you have a wife to button a waist for. Some men's wives' waists have not buttons on to button. Some men's wives' waists who have buttons on to button don't care a continental whether or they are buttoned or not. Some men don't have any wives with buttons on to button.—Pearce (Tex.) Chronicle.

Gigantic Beg Oak Tree.

Twenty tons of beg oak were recently unearthed at Llanwrtyd Wells, Wales. It measures 48 feet long with a diameter of 2 feet 9 inches. This giant oak tree is by far the largest which has been found within memory on the peat land near Llanwrtyd. Portions of it have been exposed for some years, but no one thought of such dimensions and no interest was taken in it until a few days ago.

Definitions of Punch.

No beverage can properly be called "punch," which does not consist of five ingredients, the word belonging to the Marathi and Guzerati languages of India and signifying "five." It was introduced into England by the servants of the East India company about the end of the seventeenth century.

After a Bad Dinner.

Tommy—"Papa, what is it that the Bible says is here today and gone tomorrow?" Papa—"Probably the cook, my son."

Enough for the Money.

Client—"But you tell me of nothing but misfortunes." Fortune Teller—"Well, what do you expect for two francs? That you will win a million in the lottery and marry a millionaire!"—Pele Mele.

The Cetter Man.

I would rather have a man who sometimes caught fire at the wrong time than one so dumb and silly that you could never get a spark of enthusiasm out of him.—Henry Van Dyke.

THE MARKETS

LIVE STOCK.

EAST ST. LOUIS—Cattle—Native beef steers, \$12.50 to \$13.00; cow and heifers, \$12.00 to \$12.50; stockers and feeders, \$11.00 to \$11.50; Hogs—Mixed and butchers, \$9.00 to \$9.50; good to heavy, \$9.50 to \$10.00; rough, \$8.00 to \$8.50; Light, \$7.00 to \$7.50; butts, \$8.00 to \$8.50; pigs, \$10.00 to \$10.50; Sheep—Mixed and butchers, \$8.00 to \$8.50; good to heavy, \$8.50 to \$9.00; rough, \$7.00 to \$7.50; Western, \$7.50 to \$8.00; mixed, \$7.00 to \$7.50; Native, \$7.50 to \$8.00; ewes, \$7.00 to \$7.50; lambs, \$7.50 to \$8.00; yearlings, \$7.50 to \$8.00; Native, \$7.50 to \$8.00; ewes, \$7.00 to \$7.50; lambs, \$7.50 to \$8.00; yearlings, \$7.50 to \$8.00.

GRAIN.

ST. LOUIS—Wheat—No. 2 red, \$1.07 to \$1.08; No. 3 red, \$1.05 to \$1.06; No. 4 red, \$1.03 to \$1.04; Corn—No. 2, \$0.85 to \$0.86; No. 3, \$0.83 to \$0.84; No. 4, \$0.81 to \$0.82; Oats—No. 2, \$0.75 to \$0.76; No. 3, \$0.73 to \$0.74; No. 4, \$0.71 to \$0.72; Rye—No. 2, \$1.00 to \$1.01; No. 3, \$0.98 to \$0.99; No. 4, \$0.96 to \$0.97; Barley—No. 2, \$0.90 to \$0.91; No. 3, \$0.88 to \$0.89; No. 4, \$0.86 to \$0.87; Clover—No. 2, \$0.80 to \$0.81; No. 3, \$0.78 to \$0.79; No. 4, \$0.76 to \$0.77; Alfalfa—No. 2, \$0.70 to \$0.71; No. 3, \$0.68 to \$0.69; No. 4, \$0.66 to \$0.67.

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California

offers opportunities to all the world. You want to share in these opportunities? You want to make money? We are making money for ourselves and others. Would you be interested in a plan that would guarantee you a reasonable but SURE profit on your investment? We know you would and we have such a plan to offer, one that will satisfy you that your investment is safe. You need not come to California to share in its prosperity, but should you anticipate coming, your connection with us will be available. This opportunity will necessarily be limited to about fifty people.

Our references are: H. G. Dan and Bradstreet reference, or any bank in Los Angeles. For detailed information, address: W. R. LITTON, Secretary, SWANK & LITTON, Inc., 539 S. Hill Street, Los Angeles, Cal.

VERY TRUE.

What kind of a season are we going to have, Uncle Abner?

"Well, it's awful hard to say as to that. You know it depends a hell lot on the weather."

HOW TO TREAT PIMPLES AND BLACKHEADS

For pimples and blackheads the following is a most effective and economical treatment: Gently smear the affected parts with Cuticura Ointment, on the end of the finger, but do not rub. Wash off the Cuticura Ointment in five minutes with Cuticura Soap and hot water and continue bathing for some minutes. This treatment is best on rising and retiring. At other times use Cuticura Soap freely for the toilet and bath, to assist in preventing inflammation, irritation and clogging of the pores, the common cause of pimples, blackheads, redness and roughness, yellow, oily, mothy and other unwholesome conditions of the skin.

Cuticura Soap and Ointment sold throughout the world. Sample of each free with 32p. Skin Book. Address post-card "Cuticura, Dept. L, Boston." Adv.

Perfectly Clear.

"I wonder why so many trains are late," said young Mrs. Torkins as she watched the man check up the figures on the blackboard.

"Well," replied her husband, "for one thing, traffic is much heavier than it used to be."

"Of course! And the heavier a load is, the harder work a locomotive has to pull it!"

Important to Mothers.

Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it bears the Signature of *Dr. J. C. Watson* in Use For Over 30 Years. Children Cry for Fletcher's Castoria

"Improved" Bull Fight.

A bull fight in Tokio is quite as much excuse for a gala day as a bull fight in Madrid. Business men leave their offices, and women and children their homes, to hurry to the arena. Stripped of all the less exciting, or less horrible, preliminaries which characterize the Spanish bull fight, the animals are brought in and sent at each other at once. So the battle is shorter, and two or three more fights will follow in quick succession during the course of an afternoon's entertainment.

Only One "BROMO QUININE"

Look for the signature of J. W. QUININE. Cure a Cold in One Day, Cures Grip in Two Days. "Bromo Quinine" is the only one that is pure and reliable.

His Best Friend.

"Well, what did you do when the problem came up?" "Wasted time. Went out and asked the advice of 17 friends."

"What did you get?" "Seventeen different solutions."

"And then?" "Then I took the advice of an eighteenth friend and won out."

"And who was your eighteenth friend?" "Myself."—Cleveland Plain Dealer.

His Contribution.

"Did old Closefield give you anything for the charity benefit fund?" "Oh, yes; he gave me his candid opinion of it."

ASK FOR ALLEN'S FOOT-EASE.

The Antiseptic powder to rub into your shoes. Relieves Chafe, Blisters, Itching, Nails, Swollen and sweating feet, Blisters and Chafes spots. Sold everywhere. Do not accept any substitute. Sample FREE. Address Allen S. Olinsted, LeRoy, N.Y. Adv.

Not Quite.

"Is he what you might call a police captain at large?" "No; he's only out on bail."—Town Topics.

Surfingettes on the Jury.

"Is the jury ready to report?" "No, your honor; they are still discussing the way in which you wear your hair."

True happiness leaves no reactions.

The mind is at rest with itself, and the consciousness is filled with the joy of living.—David Starr Jordan.

HAS ANYONE ELSE MET HIM?

Kansas City Paper Tells Story of Encounter With Automobileist That Is Hard to Believe.

Thus cynically does the Kansas City Independent speak of the motorist who cares for something else than speed—for he does really exist, appearances to the contrary notwithstanding.

We came upon the motor car standing in the office of the chauffeur. "Hello," we said to the chauffeur. "Broken down?"

"No, sir," he responded. "Out of gasoline?"

"No, sir. We have plenty." "Tire punctured?"

"No, sir. The tires are in perfect condition."

"Lost your way?"

"No, sir. The country hereabouts is very familiar."

"Dropped something from the auto?"

"No, sir. Nothing of the sort."

"Then why are you standing here? Why are you not shooting down the hill and across the level at a terrific speed?"

"I do not care to do that," said the owner of the machine, who had been silent until this moment. "Whenever I come this way I have my car stopped here so that I may enjoy the magnificent view from this elevation."

With a frightened glance at him, we turned and hastened to the nearest town, to warn the officials that a person evidently insane was at large in an automobile.

Modest.

A clerical-looking gentleman, in the hope of obtaining a contribution, entered the office of a newspaper, and finding the editor in, began:

"I am soliciting aid for a gentleman of refinement and intelligence who is in need of a little ready money, but is too proud to make known his sufferings."

"Why?" exclaimed the editor. "I'm the only man in town answering that description. What's the gentleman's name?"

"I'm sorry to say I am not at liberty to disclose it."

"It must be me, parson. Heaven prosper you in your good work," said the editor, wiping away a tear.

URGENT GREAT SALE

OF CANNED FOODS Dealers, grocers, jobbers and manufacturers all over the country are joining hands during the week of March 25 to April 1 in an effort to liquidate their stocks of canned goods at a price that will enable them to meet their obligations and pay their bills.

It is now a well known fact that heat is the only preservative used in preparing canned goods. The cans are sealed and sterilized at a temperature of 250 degrees, which prevents any contamination and keeps the contents fresh and wholesome as the day the tin was filled.

National Canned Foods Week, during which dealers and grocers will make special prices on their stock of canned goods, is for the purpose of liquidating their stocks of canned goods at a price that will enable them to meet their obligations and pay their bills.

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Paradoxical.

"What caused him to go crooked?" "He got in straightened circumstances."